



UNITED STATES PATENT AND TRADEMARK OFFICE

COMMISSIONER FOR PATENTS  
UNITED STATES PATENT AND TRADEMARK OFFICE  
P.O. Box 1450  
ALEXANDRIA, VA 22313-1450  
www.uspto.gov

# Fax Cover Sheet

*Transmitted*  
*12/02/04*  
*Jan*

Date: 02 Dec 2004

To: Oleg F. Kaplun	From: Jeffrey A. Smith
Application/Control Number: 09/615,363	Art Unit: 3625
Fax No.: 212-619-0276	Phone No.: 703-308-3588
Voice No.: 212-619-6000	Return Fax No.: (703) 872-9306
Re: Courtesy Copy of OA mailed 07/27/2004	CC:

☐ Urgent ☐ For Review ☐ For Comment ☐ For Reply ☒ Per Your Request

Comments:

Mr. Kaplun:

I am in receipt of your Fax transmitted 12/02/2004 and have forwarded it for entry in the record. A "Notice Regarding Power of Attorney" will follow in due course. As per your request, I am transmitting a courtesy copy of the Office Action mailed 07/27/04. Time continues to run from the date of the mailing of the Office Action.

-Ex Smith

*Note correction*  
*regarding last transmission*  
*16 Jan*

*Jeffrey A. Smith*  
Jeffrey A. Smith  
Primary Examiner

Number of pages 17 including this page

## STATEMENT OF CONFIDENTIALITY

This facsimile transmission is an Official U.S. Government document which may contain information which is privileged and confidential. It is intended only for use of the recipient named above. If you are not the intended recipient, any dissemination, distribution or copying of this document is strictly prohibited. If this document is received in error, you are requested to immediately notify the sender at the above indicated telephone number and return the entire document in an envelope addressed to:

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

LAW OFFICES OF  
**FAY KAPLUN & MARCIN, LLP**  
INTELLECTUAL PROPERTY LAW

150 BROADWAY, SUITE 702  
NEW YORK, NEW YORK 10038  
PHONE: (212) 619-6000  
FAX: (212) 619-0276  
WWW.FKMIPLAW.COM

FAX RECEIVED  
12/02/04



FACSIMILE COVER SHEET

FAX NO : 703-746-9602  
TO : Examiner Smith  
FROM : Oleg F. Kaplun  
DATE : December 2, 2004  
SUBJECT : U.S. Appln Serial No. 09/615,363  
for: Virtual Product Presentation System  
Your Ref.: A-68295  
Our Ref.: 40116/05601

NUMBER OF PAGES INCLUDING COVER : 15

---

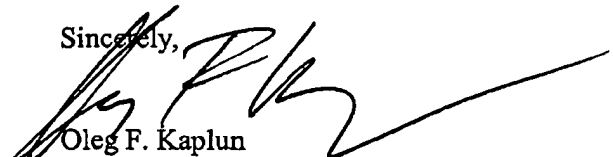
MESSAGE:

Dear Examiner Smith:

Thank you very much for your assistance in this matter. Per our telephone conversation, please find the Power of Attorney along with other supporting documents.

When the Power is processed, please fax me a copy of the Office Action (212-208-6819, fax). If you have any further questions, please do not hesitate to contact me.

Sincerely,



Oleg F. Kaplun

IF ANY PAGES WERE NOT RECEIVED OR ARE ILLEGIBLE, PLEASE CALL (212) 619-6000 AS SOON AS POSSIBLE  
The information contained in this facsimile message is attorney privileged and confidential information intended only for the use of the individual or entity named above. If the reader of this message is not the intended recipient or the employee or agent responsible to deliver it to the intended recipient, you are hereby notified that any dissemination, distribution or copying of this communication is strictly prohibited. If you have received this communication in error, please notify us by telephone, and return the original message to us at the above address via the U.S. Postal Service. We will reimburse any costs you incur in notifying us and returning the message to us. Thank you.

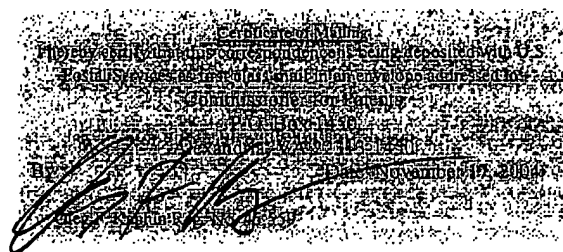
[40116/05601]

[A-68295]

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Inventor(s) : BUNN et al.  
Serial No. : 09/615,363  
Filing Date : July 13, 2000  
Title : VIRTUAL-PRODUCT PRESENTATION SYSTEM

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**TRANSMITTAL**

Transmitted herewith for filing in the above-identified patent application is a Power of Attorney, a Certificate under 37 CFR 3.73 (b) and a Change of Correspondence Address. No fees are believed to be required. However, if any fees are due, please charge Deposit Account of Fay Kaplun & Marcin, LLP No. 50-1492. A copy of this paper is enclosed for that purpose.

Respectfully submitted,

Dated: November 17, 2004

By

  
Oleg F. Kaplun, Reg. No. 45,559

Fay Kaplun & Marcin, LLP  
150 Broadway, Suite 702  
New York, NY 10038  
Tel: (212) 619-6000  
Fax: (212) 619-0276

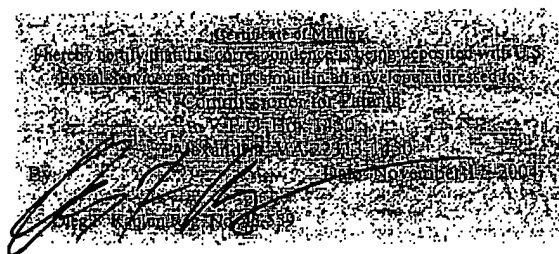
[40116/05601]

[A-68295]

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Inventor(s) : BUNN et al.  
Serial No. : 09/615,363  
Filing Date : July 13, 2000  
Title : VIRTUAL-PRODUCT PRESENTATION SYSTEM

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**TRANSMITTAL**

Transmitted herewith for filing in the above-identified patent application is a Power of Attorney, a Certificate under 37 CFR 3.73 (b) and a Change of Correspondence Address. No fees are believed to be required. However, if any fees are due, please charge Deposit Account of Fay Kaplun & Marcin, LLP No. 50-1492. A copy of this paper is enclosed for that purpose.

Respectfully submitted,

Dated: November 17, 2004

By

  
Oleg F. Kaplun, Reg. No. 45,559

Fay Kaplun & Marcin, LLP  
150 Broadway, Suite 702  
New York, NY 10038  
Tel: (212) 619-6000  
Fax: (212) 619-0276

[40116/05601]  
[A-68295]

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Inventor(s) : BUNN et al.  
Serial No. : 09/615,363  
Filing Date : July 13, 2000  
Title : VIRTUAL-PRODUCT PRESENTATION SYSTEM

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**CERTIFICATE UNDER 37 CFR 3.73(b)**

Symbol Technologies, Inc. hereby states that it is the assignee of the entire right, title, and interest of the above-identified application. The papers which show a transfer of the title of the application to Symbol Technologies, Inc. are enclosed herewith. The undersigned is authorized to act on behalf of the assignee.

Respectfully submitted,

Dated: November 17, 2004

By:   
Greg F. Kaplun (Reg. No. 45,569)

Fay Kaplun & Marcin, LLP  
150 Broadway, Suite 702  
New York, NY 10038  
Tel: (212) 619-6000  
Fax: (212) 619-0276

**UNITED STATES PATENT AND TRADEMARK OFFICE**UNDER SECRETARY OF COMMERCE FOR INTELLECTUAL PROPERTY AND  
DIRECTOR OF THE UNITED STATES PATENT AND TRADEMARK OFFICE

JULY 20, 2004

PTAS



\*102644999A\*

FAY KAPLUN & MARCIN, LLP  
OLEG F. KAPLUN  
150 BROADWAY, SUITE 702  
NEW YORK, NY 10038**UNITED STATES PATENT AND TRADEMARK OFFICE  
NOTICE OF RECORDATION OF ASSIGNMENT DOCUMENT**

THE ENCLOSED DOCUMENT HAS BEEN RECORDED BY THE ASSIGNMENT DIVISION OF THE U.S. PATENT AND TRADEMARK OFFICE. A COMPLETE MICROFILM COPY IS AVAILABLE AT THE ASSIGNMENT SEARCH ROOM ON THE REEL AND FRAME NUMBER REFERENCED BELOW.

PLEASE REVIEW ALL INFORMATION CONTAINED ON THIS NOTICE. THE INFORMATION CONTAINED ON THIS RECORDATION NOTICE REFLECTS THE DATA PRESENT IN THE PATENT AND TRADEMARK ASSIGNMENT SYSTEM. IF YOU SHOULD FIND ANY ERRORS OR HAVE QUESTIONS CONCERNING THIS NOTICE, YOU MAY CONTACT THE EMPLOYEE WHOSE NAME APPEARS ON THIS NOTICE AT 703-308-9723. PLEASE SEND REQUEST FOR CORRECTION TO: U.S. PATENT AND TRADEMARK OFFICE, ASSIGNMENT DIVISION, BOX ASSIGNMENTS, CG-4, 1213 JEFFERSON DAVIS HWY, SUITE 320, WASHINGTON, D.C. 20231.

RECORDATION DATE: 01/12/2004

REEL/FRAME: 014869/0273

NUMBER OF PAGES: 2

BRIEF: ASSIGNMENT OF ASSIGNOR'S INTEREST (SEE DOCUMENT FOR DETAILS).

## ASSIGNOR:

CROSSVUE, INC.

DOC DATE: 12/19/2003

## ASSIGNEE:

GPOS.COM, INC.  
6480 VIA DEL ORO  
SAN JOSE, CALIFORNIA 95119

SERIAL NUMBER: 09615363

FILING DATE: 07/13/2000

PATENT NUMBER:

ISSUE DATE:

TITLE: VIRTUAL-PRODUCT PRESENTATION SYSTEM

P.O. Box 1450, Alexandria, Virginia 22313-1450 - www.USPTO.gov

014869/0273 PAGE 2

SHAREILL COLES, EXAMINER  
ASSIGNMENT DIVISION  
OFFICE OF PUBLIC RECORDS



## UNITED STATES PATENT AND TRADEMARK OFFICE

UNDER SECRETARY OF COMMERCE FOR INTELLECTUAL PROPERTY AND  
DIRECTOR OF THE UNITED STATES PATENT AND TRADEMARK OFFICE

JULY 20, 2004

PTAS



\*102644972A\*

FAY KAPLUN & MARCIN, LLP  
OLEG F. KAPLUN, ESQ.  
150 BROADWAY, SUITE 702  
NEW YORK, NY 10038UNITED STATES PATENT AND TRADEMARK OFFICE  
NOTICE OF RECORDATION OF ASSIGNMENT DOCUMENT

THE ENCLOSED DOCUMENT HAS BEEN RECORDED BY THE ASSIGNMENT DIVISION OF THE U.S. PATENT AND TRADEMARK OFFICE. A COMPLETE MICROFILM COPY IS AVAILABLE AT THE ASSIGNMENT SEARCH ROOM ON THE REEL AND FRAME NUMBER REFERENCED BELOW.

PLEASE REVIEW ALL INFORMATION CONTAINED ON THIS NOTICE. THE INFORMATION CONTAINED ON THIS RECORDATION NOTICE REFLECTS THE DATA PRESENT IN THE PATENT AND TRADEMARK ASSIGNMENT SYSTEM. IF YOU SHOULD FIND ANY ERRORS OR HAVE QUESTIONS CONCERNING THIS NOTICE, YOU MAY CONTACT THE EMPLOYEE WHOSE NAME APPEARS ON THIS NOTICE AT 703-308-9723. PLEASE SEND REQUEST FOR CORRECTION TO: U.S. PATENT AND TRADEMARK OFFICE, ASSIGNMENT DIVISION, BOX ASSIGNMENTS, CG-4, 1213 JEFFERSON DAVIS HWY, SUITE 320, WASHINGTON, D.C. 20231.

RECORDATION DATE: 01/12/2004

REEL/FRAME: 014872/0492

NUMBER OF PAGES: 4

BRIEF: CHANGE OF NAME (SEE DOCUMENT FOR DETAILS).

## ASSIGNOR:

RECEIPTCITY.COM, INC.

DOC DATE: 01/05/2001

## ASSIGNEE:

CROSSVUE, INC.

6480 VIA DEL ORO.

SAN JOSE, CALIFORNIA 95119

SERIAL NUMBER: 09615363

FILING DATE: 07/13/2000

PATENT NUMBER:

ISSUE DATE:

TITLE: VIRTUAL-PRODUCT PRESENTATION SYSTEM



014872/0492 PAGE 2

TARA WASHINGTON, EXAMINER  
ASSIGNMENT DIVISION  
OFFICE OF PUBLIC RECORDS



UNITED STATES DEPARTMENT OF COMMERCE  
Patent and Trademark Office  
ASSISTANT SECRETARY AND COMMISSIONER  
OF PATENTS AND TRADEMARKS  
Washington, D.C. 20231

MARCH 27, 2001

PTAS

FLEHR HOHBACH ET AL  
LARRY MENDENHALL  
4 EMBARCADERO CENTER  
SUITE 3400  
SAN FRANCISCO, CA 94111



\*101585202A\*

UNITED STATES PATENT AND TRADEMARK OFFICE  
NOTICE OF RECORDATION OF ASSIGNMENT DOCUMENT

THE ENCLOSED DOCUMENT HAS BEEN RECORDED BY THE ASSIGNMENT DIVISION OF THE U.S. PATENT AND TRADEMARK OFFICE. A COMPLETE MICROFILM COPY IS AVAILABLE AT THE ASSIGNMENT SEARCH ROOM ON THE REEL AND FRAME NUMBER REFERENCED BELOW.

PLEASE REVIEW ALL INFORMATION CONTAINED ON THIS NOTICE. THE INFORMATION CONTAINED ON THIS RECORDATION NOTICE REFLECTS THE DATA PRESENT IN THE PATENT AND TRADEMARK ASSIGNMENT SYSTEM. IF YOU SHOULD FIND ANY ERRORS OR HAVE QUESTIONS CONCERNING THIS NOTICE, YOU MAY CONTACT THE EMPLOYEE WHOSE NAME APPEARS ON THIS NOTICE AT 703-308-9723. PLEASE SEND REQUEST FOR CORRECTION TO: U.S. PATENT AND TRADEMARK OFFICE, ASSIGNMENT DIVISION, BOX ASSIGNMENTS, CG-4, 1213 JEFFERSON DAVIS HWY, SUITE 320, WASHINGTON, D.C. 20231.

RECORDATION DATE: 01/11/2001

REEL/FRAME: 011423/0423  
NUMBER OF PAGES: 9

BRIEF: ASSIGNMENT OF ASSIGNOR'S INTEREST (SEE DOCUMENT FOR DETAILS).

ASSIGNOR:

BUNN, ERIC A.

DOC DATE: 12/13/2000

ASSIGNOR:

FERNANDO, NESCHAE XAVIER

DOC DATE: 12/13/2000

ASSIGNOR:

FERNANDO, LLAVANYA

DOC DATE: 12/15/2000

ASSIGNEE:

RECEIPTCITY.COM, INC.  
3051 N. 1ST STREET  
SAN JOSE, CALIFORNIA 95134

SERIAL NUMBER: 09615363  
PATENT NUMBER:

FILING DATE: 07/13/2000  
ISSUE DATE:

011423/0423 PAGE 2

STEVEN POST, EXAMINER  
ASSIGNMENT DIVISION  
OFFICE OF PUBLIC RECORDS

5601  
40116/04001ASSIGNMENT

WHEREAS, @POS.COM, Inc. (hereinafter "ASSIGNOR"), a corporation organized and existing under and by virtue of the laws of the State of Delaware, having an office at 6480 Via Del Oro, San Jose, CA 95119, is the owner of the entire right, title and interest in and to the following Patent Application:

U.S. Patent Application Serial No. 09/615,363 filed on July 13, 2000

WHEREAS, Symbol Technologies Inc. (hereinafter "ASSIGNEE"), a corporation organized and existing under and by virtue of the laws of the State of Delaware, having an office at One Symbol Plaza, Holtsville, NY 11742, is desirous of acquiring the entire right, title and interest in and to the Patent Application and invention therein described and claimed and any Letters Patent that may be issued upon the Patent Application or for the improvements therein contained (hereinafter referred to collectively as "Patent Rights");

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, the ASSIGNOR hereby sells, assigns, transfers, and delivers to the ASSIGNEE, its successors, assignees and legal representatives the entire right, title, and interest in and to the Patent Rights and any and all other applications for Letters Patent on the inventions and discoveries in whatsoever countries, including all divisional, renewal, substitute, continuation, and Convention applications based in whole or in part upon the inventions or discoveries, or upon the applications, and any and all Letters Patent, reissues, and extensions of Letters Patent granted for the inventions and discoveries or upon the applications, and every priority right that is or may be predicated upon or arise from the inventions, the discoveries, the Patent Applications, and the Letters Patent.

AND, ASSIGNOR hereby further agrees for itself and its successors, assigns, and legal representatives to execute upon request any other lawful documents and likewise to perform any other necessary lawful acts to the ASSIGNEE, its successors, assigns, and legal representatives.

IN WITNESS WHEREOF, the parties have caused this ASSIGNMENT to be duly executed and delivered as of the date set forth below.

By: Christopher Frerking

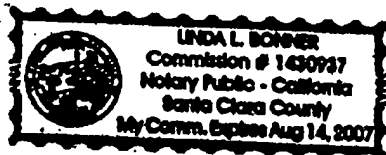
Name: Christopher Frerking, Esq.

Title: General Counsel and Secretary

Company: @POS.COM, Inc.

State/Commonwealth of California ss.:  
County of Santa Clara

On this 28<sup>th</sup> day of May, 2004, before me personally came Christopher Frerking, to me known to be the individual described in and who executed the foregoing instrument, and acknowledged execution of same.



Linda L. Bonner  
Notary Public

**POWER OF ATTORNEY**

Assignee hereby appoints: Patrick J. Fay (Reg. No. 35,508); Oleg F. Kaplun (Reg. No. 45,559); Michael J. Marcin (Reg. No. 48,198); Paolo M. Trevisan (Reg. No. 45,164); Timothy Salmon (Reg. No. 54,420) to prosecute the following applications and transact all business in the U.S. Patent and Trademark Office connected therewith. All previous Powers of Attorney in connection with these patents/applications are hereby revoked.

**U.S. Patent Applications:**

Inventor(s)	Serial No.:	Filing Date	Title
STOUT	09/588,037	June 5, 2000	System for Consumer-Transaction Information that Follows the Consumer
BUNN et al.	09/615,363	July 13, 2000	A Virtual-Product Presentation System
VARATHARAJAH	09/663,069	Sept. 15, 2000	An Electronic Shopping Service
DESAI et al.	09/716,604	Nov. 20, 2000	A Distributed-Service Architecture at the Point of Sale or Service
LUNGARO et al.	09/588,109	May 31, 2000	A Secure, Encrypting PIN Pad
LIU et al.	09/628,567	July 31, 2000	An iPOS Transaction Terminal
WILLIAMS et al.	09/981,546	Oct. 17, 2001	Lossless Variable-Bit Signature Compression
SOYSA et al.	09/887,150	June 21, 2001	A Touch Pad that Confirms its Security
FERNANDO et al.	10/384,010	Mar. 7, 2003	Transaction Device with Noise Signal Encryption
FERNANDO et al.	10/383,700	Mar. 7, 2003	Secure Input Pad Partition
VALLIANI et al.	09/899,369	July 2, 2001	Network for Alliance Marketing

**U.S. Patents:**

Inventor(s)	Patent No.:	Issue Date	Title
YUEN	6,784,875	Aug. 31, 2004	Ruggedized, Water Sealed, Security-Enhanced Touchpad Assembly
WONG et al.	6,614,423	Sept. 2, 2003	Touch-Pad Cover Protecting Against Wear, Spills and Abuse

Please send all correspondence to:

Customer No. 30636  
FAY KAPLUN & MARCIN, LLP  
150 Broadway, Suite 702  
New York, NY 10038

and direct all phone calls to Oleg F. Kaplun at (212) 619-6000 Ext. 203.

The undersigned (whose title is supplied below) is empowered to sign this certificate on behalf of the assignee.

SYMBOL TECHNOLOGIES, INC.

Dated:

9/14/04

By:

Am B Burt

Name:

Aaron B. Bernstein

Title:

VP+Deputy General Counsel -  
Intellectual Property.



## UNITED STATES PATENT AND TRADEMARK OFFICE

40116/05601

UNITED STATES DEPARTMENT OF COMMERCE  
United States Patent and Trademark Office  
Address: COMMISSIONER FOR PATENTS  
P.O. Box 1450  
Alexandria, Virginia 22313-1450  
www.uspto.gov

APPLICATION NUMBER	FILING OR 371 (c) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
09/615,363	07/13/2000	Eric A. Bunn	A-68295/MAK/LM

Flehr Hohbach Test  
Albritton & Herbert LLP  
Suite 3400  
Four Embarcadero Center  
San Francisco, CA 94111-4187

CONFIRMATION NO. 3752



\*OC000000014297566\*

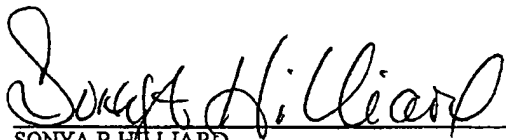
Date Mailed: 11/04/2004

## NOTICE REGARDING POWER OF ATTORNEY

This is in response to the Power of Attorney filed 09/20/2004. The Power of Attorney in this application is not accepted for the reason(s) listed below:

- The Power of Attorney is from an assignee and the Certificate required by 37 CFR 3.73(b) has not been received.

FAY, KAPLUN & MARCIN, LLP  
100 Broadway  
Suite 702  
New York, NY 10038

  
SONYA R. HILLIARD  
3600 (703) 308-9032

NEW ATTORNEY/AGENT COPY